



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
Acting Director

Brussels, 01/06/2017
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**NOTE FOR THE ATTENTION OF THE COMPETENT AUTHORITIES OF THE MEMBER STATES
RESPONSIBLE FOR PROMOTION**

Subject: Promotion of agricultural products: invitation for participation in the EU Pavilion at "Annapoorna World of Food India" Fair, 14 - 16 September, 2017 in Mumbai, India

Dear Madam, Dear Sir,

The EU Delegation in Delhi invites the EU producers and associations of producers to participate in the **EU Pavilion** at Annapoorna - World of Food India **in Mumbai on 14 - 16 September 2017**. The aim of the project is to promote EU food and food standards, raise visibility of EU products on the Indian food market, facilitate business to business contacts and raise awareness of the EU food industry about doing business in India.

An EU Pavilion of some 265sqm will be the main feature of the project. The EU Delegation intends to invite at least 30 EU producers to exhibit their products as examples of quality, variety and excellence of the European production. Particular attention will be given to informing the target public about the European quality labels and schemes such as products with geographical indications (GIs). The EU Delegation will also use the event to disseminate a new Handbook for EU exporters of plants and plant products. In addition, business-to-business meetings as well as information sessions with the Indian Customs and Food Safety and Standards Authority of India are envisaged.

The deadline for applications is **23 June 2017**. They should be sent to **Davide.Davolio@eeas.europa.eu**

Yours faithfully,

Lene NAESAGER

Annex I: Invitation
Annex II: Application form (XLS files)

